

**CITY OF MOUNTAIN VIEW
MEMORANDUM**

DATE: November 7, 2008

TO: Council Environmental Sustainability Committee

FROM: Cathy R. Lazarus, Public Works Director
Joan Jenkins, Transportation and Policy Manager

SUBJECT: ENVIRONMENTAL SUSTAINABILITY TASK FORCE
RECOMMENDATIONS

BACKGROUND

The Council Environmental Sustainability Committee (CESC) held its first meeting on October 23, 2008 to discuss how to organize the analysis of the 89 recommendations from the City's Environmental Sustainability Task Force for forwarding to the City Council. The overarching challenge is to create a sustainable community that meets or exceeds the greenhouse gas reduction goals of AB 32 (30 percent reduction by 2020 and 80 percent reduction by 2050).

At the direction of the CESC, City staff performed a preliminary sort of the 89 recommendations shown in Attachment 1, according to the format requested by CESC:

- Department(s) responsible—a preliminary determination only.
- Recommendations already under way.
- Short-, medium- and long-term items.
- Whether or not there are trackable benefits.
- Preliminary assessment of cost magnitude.

City staff also sorted the recommendations according to:

- Potential General Plan topics.
- Not feasible for a variety of reasons (e.g., statutorily prohibited).
- Not traditionally within the City's jurisdiction.

- Potential AB 811 candidates—AB 811 is newly signed legislation allowing cities and counties to finance energy-saving improvements for their residents and business owners. The funds would be repaid with interest and reinvested in further improvements.

The recommendations appearing to fall into the above additional categories, as well as the recommendations that are under way, are shown separately in Attachment 1.

While performing the preliminary sort, there was not enough time to meet with the other departments to verify the assignment of responsibility for each recommendation, nor was there time to confirm costs other than to group them in the comparative categories of low, medium and high. The cost ranges and the time frames (short-, medium- and long-term) should be viewed as an initial assessment.

ANALYSIS

The first review of the 89 recommendations raised a number of strategic questions requiring Committee direction to assure the City continues forward progress on meeting its AB 32 targets.

1. Confirmation of the CESC Objective and Goal

Staff's understanding is that the goal of the CESC is to recommend a phased or prioritized implementation strategy to the City Council that will be refined according to policy decisions pertaining to overall City priorities, funding and organizational capacity.

Clarify and refine the desired outcome of Committee process.

2. Alignment Between Priorities and Resources

What has clearly emerged from the preliminary sorting directed by the Committee is that the major responsibility to implement the recommendations falls on a few City departments, primarily Public Works, Community Services and Community Development, due to their specialized expertise and programmatic responsibilities in areas such as water, landscaping, building code, solid waste and energy. Based on our review, each recommendation is a discreet project requiring a work plan, schedule and funding strategy to move ahead. Many recommendations are of a scope and significance to be considered a major City goal.

Considering ongoing operational requirements and existing projects, including major City goals, departments do not have the capacity to evaluate all the recommendations falling within their purview. Consequently, the recommendations that move forward to the City Council should be prioritized for implementation according to feasibility or criteria established by the Committee. How priorities should be established will require additional conversation and direction from the Committee.

The Committee should also consider whether or not there are recommendations that could be implemented by Task Force members or other volunteers. Those recommendations might include forming a green citizen action team; sponsoring sustainability tabling and outreach at local events; and providing appropriate information on the web. Staff could coordinate with the volunteers on a limited-time basis so as not to impact other duties.

Does the Committee agree with the need to prioritize initiatives?

Is the Committee interested in establishing a volunteer group to help the City move forward more quickly?

3. Time Frame and Strategy for Deliverables to the City Council

The City Council has established many important initiatives and major goals that are in various stages of implementation. As noted earlier, many of the important environmental initiatives also fall into the category of major goals in terms of their community significance and resource requirements. The preliminary screening also revealed that many of the Task Force initiatives are already under way to some extent. Major policy considerations include:

Should initial implementation focus on Task Force recommendations already under way to assure they are fully implemented?

Should the Committee review current initiatives to assure they are the highest environmental sustainability priorities?


Are there Task Force recommendations the Committee believes should be presented to the Council for implementation in the current fiscal year?

Which are the highest-priority Task Force recommendations to be considered by the Council in the context of the major goal-setting process beginning in February?

CONCLUSION

In conclusion, the preliminary sorting of the Task Force recommendations helped identify activities already in progress, responsible departments and resource implications. Staff believes that with further sorting and prioritization, a staged work program can be developed to assure sustained progress in creating a sustainable community.


Prepared by:


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JJ-CRL/7/PWK
907-11-06-08M-E^

Attachment: 1. Preliminary Review of Task Force Recommendations

Preliminary Review of Task Force Recommendations

Legend

Cost Categories: L = Low, M = Medium, H = High

* = Recurring yearly cost

D = Difficult to measure due to not being able to directly assign causality

| Rec. # | Title | Lead Dept. | Other Depts. Involved | Trackable Benefits (Y/N) | S (1-12 mos.) | M (1-3 yrs.) | L (3+ yrs.) | One-time Cost (unless noted with *) |
|---|---|------------|-----------------------|--------------------------|---------------|--------------|-------------|-------------------------------------|
| 1. BASELINE AND MEASUREMENTS | | | | | | | | |
| 1-1 | Adopt CO ₂ e Emissions Goals | PWD | All | Y | ✓ | | | 0 |
| 2. ADAPTATION TO CLIMATE CHANGE | | | | | | | | |
| 3. WATER USE AND AVAILABILITY | | | | | | | | |
| 3-3 | Make Residential Greywater Easy To Reuse In Mountain View | CDD | PWD | Y | ✓ | ✓ | ✓ | Unk |
| 3-4 | Add Staff to City Water Conservation Team | PWD | | Y | ✓ | ✓ | | M* |
| 3-5 | Replace Paved Surfaces with Permeable Surfaces | CSD | CDD, PWD | N | ✓ | ✓ | | Unk |
| 3-6 | Recruit and Train Local Water Conservation Advocates | PWD | CMO | N | | ✓ | ✓ | L* |
| 3-7 | Install CIMIS Weather Station and Other Feedback Mechanisms | PWD | CSD | D/N | ✓ | ✓ | ✓ | Unk |
| 3-8 | Implement Cost Sharing Agreement with Santa Clara Valley Water District for Water Conservation Incentives | PWD | | Y | ✓ | ✓ | | Unk |
| 4. WASTE, WASTE REDUCTION, AND RECYCLING | | | | | | | | |
| 4-1 | Create a Comprehensive Zero Waste Action Plan | PWD | | Y | ✓ | ✓ | ✓ | Unk* |
| 4-2 | Increase Diversion from Landfill by Increasing Utilization of the SMaRT Station | PWD | | Y | ✓ | ✓ | ✓ | L* |
| 4-4 | Ban Polystyrene Take-Out Food Containers | PWD | | Y | ✓ | ✓ | ✓ | L* |
| 4-8 | Provide Accessible Recycling Bins in Public Places and Businesses | PWD | | D/N | ✓ | ✓ | ✓ | M* |
| 5. ENERGY AND RENEWABLE ENERGY | | | | | | | | |
| 5-2 | Install Solar Water Heaters and Solar PV Systems on City Buildings | PWD | | Y | | ✓ | ✓ | H |
| 5-3 | Enroll in the PG&E <i>ClimateSmart</i> Program for City Operations | FASD | | N | ✓ | ✓ | ✓ | M* |
| 6. TRANSIT AND TRANSPORTATION | | | | | | | | |
| 6-2 | Provide Automated Bicycle Rental and Additional Bicycle Parking Facilities | PWD | | D/N | | ✓ | ✓ | M* |
| 6-4 | Adopt and Implement a Pedestrian Master Plan | PWD | | N | | ✓ | ✓ | Unk |
| 6-6 | Collaborate with Neighboring Cities To Develop a Regional Paid Parking Program | PWD | | N | ✓ | ✓ | | Unk* |
| 7. LAND USE PLANNING | | | | | | | | |
| 7-6 | Adopt LEED Neighborhoods Guidelines | CDD | | N | ✓ | ✓ | ✓ | L-M |
| 7-7 | Encourage Urban Agriculture And Preserve Open Space | CDD | | D/N | ✓ | ✓ | ✓ | L-H |
| 7-8 | Develop Castro Street As a Model Healthy Village | CDD | PWD | N | ✓ | ✓ | ✓ | Unk |
| 8. BUILT ENVIRONMENT | | | | | | | | |
| 8-4 | Require an Online PG&E Energy Audit (or Equivalent) for Business License Renewal | FASD | | N | | ✓ | ✓ | L |

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|--|--|------------|-----------------------|--------------------------|---------------|--------------|-------------|-------------------------------------|
| 8-8 | Establish a Green Building Incentive Program | CDD | | D/N | ✓ | ✓ | ✓ | Unk* |
| 9. SUBURBAN NATURAL ECOSYSTEMS AND BIODIVERSITY | | | | | | | | |
| 9-7 | Establish a Green Collar Training Program, Initially Focused on Green Gardening | CSD | CDD, PWD | Y | ✓ | ✓ | ✓ | M* |
| 10. SUSTAINABLE QUALITY OF LIFE | | | | | | | | |
| 10-1 | Include a Sustainability Expert on the Environmental Planning Commission (EPC) | CCO | Council | N | ✓ | ✓ | ✓ | 0 |
| 10-3 | Make the Environmental Sustainability Coordinator Position Permanent | PWD | Council | Y | ✓ | ✓ | ✓ | M* |
| 10-9 | Encourage Work/Life Balance | ESD | All | D/N | ✓ | ✓ | ✓ | Unk |
| 11. COMMUNITY OUTREACH AND GREEN BUSINESS | | | | | | | | |
| 11-1 | Commission and Implement a Comprehensive Outreach Campaign | PWD | CMO | D/N | ✓ | ✓ | ✓ | M* |
| 11-2 | Form and Support an Ongoing Green Citizens Collaboration and Action Team | CMO | | N | ✓ | ✓ | ✓ | M* |
| 11-3 | Support and Encourage Student and Youth Outreach Initiatives | CMO | CSD, Schools | D/N | ✓ | ✓ | ✓ | M* |
| 11-4 | Install Signs and Banners to Broadcast Environmental Gains and Metrics, and Place Public Art to Promote Environmentalism | CDD | CSD | N | ✓ | ✓ | ✓ | L-M* |
| 11-7 | Sponsor Sustainability Tabling and Outreach at Local Events | CMO | | N | ✓ | ✓ | ✓ | L* |
| 11-9 | Create Awareness of the Impacts of Transportation and Alternatives to Traditional Methods and Fuels | PWD | | N | | ✓ | ✓ | L* |
| 11-10 | Provide Encouragement For the Use of Hybrids, Plug-in Hybrids and Alternative Fuel Vehicles | PWD | CDD | N | ✓ | ✓ | ✓ | Unk* |

IN PROGRESS

| | | | | | | | | |
|------|---|------|--------------|-----|---|---|---|------|
| 1-2 | Utilize ICLEI CO ₂ e Measurement Methodology | PWD | All | Y | ✓ | ✓ | ✓ | L* |
| 2-2 | Partner with Other Agencies to Restore the Bay Shoreline for Better Flood Control | CSD | PWD, CMO | Unk | ✓ | | | L |
| 2-3 | Reduce Outdoor Water Usage with Drought-tolerant Landscaping | PWD | CSD | Y | ✓ | ✓ | ✓ | M-H* |
| 2-4 | Address Health Issues Resulting from Extreme Heat | FD | CMO | N | ✓ | ✓ | | M* |
| 3-1 | Leverage Existing Water Conservation Programs | CMO | PWD | Y | ✓ | ✓ | ✓ | L* |
| 3-2 | Redesign City Utility Bill Format to Encourage Water Conservation | FASD | PWD | N | ✓ | ✓ | | Unk |
| 4-3 | Divert Organic Waste From Landfill | PWD | | Y | ✓ | ✓ | ✓ | M-H* |
| 4-5 | Educate the Public on Recyclable Material Processing and Eco-Conscious Purchasing | PWD | CMO | D/N | ✓ | ✓ | ✓ | M* |
| 4-6 | Discourage Single-Use Bags within the City | PWD | | D/N | ✓ | ✓ | | L* |
| 4-7 | Increase Recycling and Improve Waste Management in Multi-Family Dwellings | PWD | | D/N | ✓ | ✓ | ✓ | M* |
| 4-9 | Partner with Local School Districts to Create Waste Reduction and Recycling Programs in Schools, Including a Zero Waste Lunch Program | PWD | | D/N | ✓ | ✓ | ✓ | M* |
| 4-10 | Provide Resources to Promote Free-Cycle and Re-Use Networks | PWD | CDD, CSD, PD | D/N | ✓ | ✓ | | M* |

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|--------|---|------------|-----------------------|--------------------------|---------------|--------------|-------------|-------------------------------------|
| 6-1 | Fully Implement Bicycle Boulevards | PWD | PD | N | | ✓ | | L-M* |
| 6-3 | Provide Community Shuttle Services | PWD | | Y | | ✓ | ✓ | H* |
| 7-3 | Increase Healthy Affordable Housing | CDD | | N | | ✓ | ✓ | M* |
| 7-4 | Establish Planning Incentives For Sustainable Development | CDD | | N | | ✓ | ✓ | M |
| 7-9 | Provide Ongoing Staff Education in Sustainable City Management Practices | ESD | | Y | ✓ | ✓ | ✓ | L* |
| 8-1 | Require Public Buildings to Achieve LEED Silver | PWD | CDD | Y | ✓ | ✓ | ✓ | M |
| 8-2 | Implement Green Building Standards for Private Buildings | CDD | | D/N | | ✓ | | L |
| 8-7 | Enhance the Expertise of Planning and Building Department Staff Members in Green Building Processes and Practices | CDD | | N | ✓ | ✓ | | L* |
| 8-9 | Require Diversion of 75% of Construction and Demolition Debris from Landfills | PWD | | Y | | ✓ | | L |
| 9-1 | Increase Tree Coverage in Mountain View | CSD | | Y | ✓ | ✓ | ✓ | M* |
| 9-2 | Minimize Pesticides and Herbicides in Mountain View's Environment | CSD | | Y | ✓ | ✓ | ✓ | M* |
| 9-6 | Prioritize Mountain View's Urban Ecology in Local Planning Decisions | CDD | | Y | ✓ | ✓ | ✓ | M |
| 10-6 | Keep a Prudent Environmental Safety Margin to Mitigate the Impact of Disasters | FD & CDD | PWD | D/N | | ✓ | ✓ | M* |
| 10-7 | Phase Out Use of Non-renewable Energy Sources <i>(to be defined)</i> | PWD | | Y | ✓ | ✓ | ✓ | H* |
| 11-5 | Promote Green Business Certifications and Practices | PWD | | D/N | ✓ | ✓ | ✓ | L* |
| 11-6 | Create and Maintain an Environmental Focus Section and Rotating Displays at Mountain View Public Library | Library | | N | ✓ | ✓ | ✓ | L* |

COMPLETED

| | | | | | | | | |
|------|--|-----|--|---|-----|-----|-----|-----|
| 6-10 | Synchronize Signals to Calm Traffic and Reduce GHG Emissions | PWD | | Y | N/A | N/A | N/A | N/A |
|------|--|-----|--|---|-----|-----|-----|-----|

RELATED TO THE GENERAL PLAN UPDATE

| | | | | | | | | |
|------|---|-----|---------------|-----|---|---|---|------|
| 2-1 | Plan for Sea Level Rise and Increased Flooding | CAO | CSD, CDD, PWD | N/A | ✓ | ✓ | ✓ | Unk |
| 5-1 | Set Renewable Energy Goals | PWD | | Y | ✓ | | | Unk |
| 6-7 | Fully Implement a Network of Four Grand Boulevards in Mountain View as Part of the General Plan Process | CDD | PWD | N | | | ✓ | Unk |
| 6-8 | Establish a Green Parking Code in the General Plan and Zoning Ordinance | CDD | PWD | N | | ✓ | ✓ | Unk* |
| 7-1 | Implement a Connected System Of Healthy Villages | CDD | | N | ✓ | ✓ | ✓ | Unk |
| 7-2 | Encourage Livable, Higher-Density Housing | CDD | | N | ✓ | ✓ | ✓ | Unk |
| 7-5 | Diversify Land Uses In Underutilized Areas | CDD | | N | | ✓ | ✓ | Unk |
| 10-5 | Balance Jobs and Housing | CDD | | D/N | ✓ | ✓ | ✓ | Unk |
| 10-8 | Use the Right Measuring Tools When Measuring Economic Progress | CDD | Council | D/N | ✓ | ✓ | ✓ | Unk |

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|-----------|-------|---------------|--------------------------|--------------------------------|---------------------|--------------------|-------------------|---|
|-----------|-------|---------------|--------------------------|--------------------------------|---------------------|--------------------|-------------------|---|

RELATED TO AB 811

| | | | | | | | | |
|-----|---|--|--|--|--|--|--|--|
| 5-4 | Strongly Promote Solar Water Heating | | | | | | | |
| 5-6 | Encourage Property Owners to Undertake Energy-Efficiency Upgrades | | | | | | | |
| 5-7 | Implement a Pilot Program to Provide Solar PV for Affordable Apartments | | | | | | | |
| 8-3 | Establish a Revolving Loan Program to Fund Energy Efficiency Upgrades | | | | | | | |

MAY NOT BE FEASIBLE

| | | | | | | | | |
|------|---|--|--|--|--|--|--|--|
| 1-3 | Include Emissions from Air Traffic at Moffett Field in the Mountain View Community GHG Inventory | | | | | | | |
| 5-8 | Provide Free Energy Audits for Residents and Low-Cost Audits for Small Businesses and Promote PG&E's Energy Conservation Programs | | | | | | | |
| 5-9 | Encourage Participation in PG&E's Demand Response and Permanent Load Shifting Program | | | | | | | |
| 9-3 | Restore Mountain View's Natural Waterways and Wetlands | | | | | | | |
| 9-4 | Preserve and Restore Natural Habitats | | | | | | | |
| 9-5 | Reduce and Contain Invasive Species in Mountain View | | | | | | | |
| 11-8 | Explore Implementation of Regional and/or City Services and Sustainability #311 Call Center Line | | | | | | | |

OUTSIDE OF THE CITY'S PURVIEW

| | | | | | | | | |
|------|--|--|--|--|--|--|--|--|
| 5-5 | Promote Enrollment in PG&E's <i>ClimateSmart</i> Program by Residents | | | | | | | |
| 5-10 | Print Information about Energy Conservation and Renewable Energy Options on Utility Bills | | | | | | | |
| 6-5 | Provide Alternative Transportation for School Children | | | | | | | |
| 6-9 | Increase VTA Bus Usage in Mountain View | | | | | | | |
| 8-5 | Establish a Home Energy Efficiency Rating System | | | | | | | |
| 8-6 | Develop Energy Consumption Standards for All Buildings | | | | | | | |
| 10-2 | Ensure that All Residents Have Access to Family Planning | | | | | | | |
| 10-4 | Tax Extraction of Non-Renewable Resources and Extraction of Renewable Resources at Unsustainable Rates | | | | | | | |